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THE BOND BUYER

Presents:

16th Annual

CALIFORNIA

PUBLIC FINANCE CONFERENCE

September 25-27, 2006 • Hilton San Francisco • San Francisco, CA

Building Today for Tomorrow's Needs

Conference Sessions include:

- Treasurer Election 2006:
The Candidates Speak Out
- The California Budget:
Will the Sunny Days Last?
- Public Private Partnerships:
Is There Steak with the Sizzle?
- The Changing Face of The
Municipal Bond Investor
- Plus, Focused Sessions on
School Finance, Ratings,
Derivatives, and Economic
Development

Keynote Speaker:



KEYNOTE SPEAKER:
Mayor Jerry Sanders
City of San Diego

**DON'T MISS THE CDIAC PRE-CONFERENCE
WORKSHOP: Revealing OPEBs In Your Financials**

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Election Year 2006: How Will The State Vote?

The Bond Buyer is pleased to build on our 15-year track record of providing a dynamic forum to discuss the state's evolving municipal finance landscape. This year is vital as California voters will be asked to approve borrowing more than \$35 billion to address pressing infrastructure needs - from highways and mass transit to levees and water-supply systems. Join the rest of the market's leaders to discuss the issues facing the state and solutions moving forward.

Featured Speaker



MAYOR JERRY SANDERS

MAYOR JERRY SANDERS

CITY OF SAN DIEGO

As the 34th Mayor of San Diego, Jerry Sanders was elected to office based upon his commitment to streamline city operations, make city government more accountable, and to make ethics and customer service the foundation of a new culture at City Hall. Over the course of his 30-year career, Sanders has proven skillful at transforming organizations so that they become more effective and efficient.

Conference Co-Chairs



CATHERINE W. BANDO

MANAGING DIRECTOR

RBC CAPITAL MARKETS

Catherine W. Bando is a Managing Director in the Fixed Income Banking Department of RBC Capital Markets in Los Angeles, California. Ms. Bando started her career in Public Finance in 1985 at Security Pacific Bank and joined RBC (when it was Sutro & Co.) in 1990. She provides bond underwriting and financial advisory services to cities, counties, school and community college districts throughout California.



ROBERT H. OLSON

SENIOR PARTNER

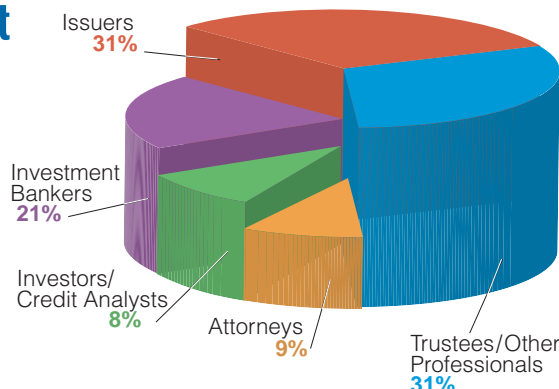
SQUIRE, SANDERS & DEMPSEY L.L.P

Robert H. Olson heads the Firm's West Coast public finance practice and has devoted 30 years of his legal career to public finance and representation of public bodies on strategic matters. He also has over 5 years of experience in senior management positions in government, including nearly two years as Chief Counsel and then Chief of Staff to the Ohio Attorney General.

Network with the Entire Market

In 2005, the audience included:

- 59 representatives of the state's largest counties
- 47 city officials
- 27 state officials
- 17 Transportation-agency officials
- 16 water-agencies
- 12 K-14 education issuers



*Based on attendance at the 15th Annual California Public Finance Conference

Conference Advisory Board

The following market leaders helped shape this year's conference through their participation in focus groups that examined the most pressing issues facing the state today. We thank them for their assistance.

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Delafield & Wood

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Natalie Brill
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Morgan Stanley

Jane Thompson
CDIAC

Sue Woo
Bata

Steve Zimmerman
Standard & Poor's

Revealing OPEBs In Your Financials

Monday, September 25, 2006
Carnelian Room, Bank of America Center
555 California Street, 52nd Floor
San Francisco, California

The California Debt and Investment Advisory Commission (CDIAC) is pleased to join *The Bond Buyer* in presenting a pre-conference program focusing on disclosure of other post employment benefits (OPEBs). "Revealing OPEBs in Your Financials" will highlight the requirements of Governmental Accounting Standards Board Statement No. 45 (GASB 45), the issues and problems surrounding its implementation, and its impact on state and local governments, and how to work it out.



8:00 AM **REGISTRATION FOR PRE-CONFERENCE**

(Pre-conference attendees can also obtain materials for the full conference at this site)

9:00 AM **INTRODUCTION AND WELCOME**

Michael Stanton, *Publisher*, The Bond Buyer

Jane W. Thompson, *Executive Director*, CDIAC

9:15 AM **OPEB DISCLOSURE PRACTICES**

Panelists on this session will discuss fundamental issues surrounding OPEBs and the challenges of administering them, the technical background on GASB 45 reporting and disclosure, and actuarial projections and how to utilize these numbers.

Speaker Panel:

Michelle Czerkawski, *Assistant Project Manager*, Governmental Accounting Standards Board

Ken Kurtz, *Managing Director*, Moody's Investors Service

Brian Whitworth, *OPEB Specialist*, JP Morgan

10:00 AM **BREAK**

10:15 AM **IMPLEMENTATION EDUCATION**

This session is designed to offer best practices for calculating OPEB liabilities and to assist an agency with evaluating the best strategy for managing public perceptions, communicating with the financial community, and deciding how to address OPEB liabilities. This session will cover:

- Understanding the role of the fiduciary officer
- Calculating the most accurate liability forecast
- Using compliance models – "Substantive Plan"
- Managing public perception of OPEB liability numbers
- Addressing policy issues regarding collective bargaining
- Selecting and evaluating the best strategy to address the OPEB liability
- Setting up a trust to pay for future OPEB liabilities

Moderators:

Lester Graves Lennon, *Managing Director*, Stone & Youngberg LLC

Donna Linton, *Assistant County Administrator*, Alameda County

Speaker Panel:

John Botsford, *Principal and Consulting Actuary*, Milliman Consultants and Actuaries

Mark Campa, *Senior Director*, FitchRatings

Rob Larkins, *Managing Director*, Lehman Brothers

Jenna Magan, *Partner*, Orrick Herrington & Sutcliffe LLP

Kevin Pulliam, *Partner*, Vavrinek, Trine, Day & Co., LLP

Dom Summa, *Assistant Executive Manager*, California Teachers Association

Chuck Thompson, *Senior Vice President*, Keenan and Associates

12:00 PM **CALIFORNIA CASE STUDIES: PRE-CONFERENCE LUNCHEON**

Sponsored by **STANDARD**
& **POOR'S**

There are at least nine states that have started reporting unfunded OPEB liabilities. California is one of the leaders of this disclosure wave with two of the largest pension providers in the nation. This luncheon session will highlight California state and local agencies that are facing this challenging disclosure requirement and will reveal the obstacles and lessons learned to date, as well as future planning considerations.

Introductions:

Steve Zimmermann, *Managing Director*, Standard and Poor's

Moderator:

Parry Young, *Director*, Standard and Poor's

Case Study Participants:

Gary Breaux, *Finance Director*, East Bay Municipal Utility District

Barbara Lloyd, *Senior Vice President*, Lehman Brothers

Ken Marzion, *Assistant Executive Officer*, California Public Employees' Retirement System

Dan McAllister, *Treasurer/Tax Collector*, San Diego County

Scott Schroeder, *Controller/Treasurer*, San Francisco Bay Area Rapid Transit District

Thomas Smith, *Vice Chancellor for Budget and Finance*, Peralta Community College District

2:00 PM **PRE-CONFERENCE CONCLUDES**

(Participants relocate to Annual Conference site)

3:00 PM **OPENING OF THE ANNUAL CONFERENCE AT THE SAN FRANCISCO HILTON**

Registration Information:

The CDIAC pre-conference workshop is open only to registered attendees of The Bond Buyer California Public Finance Conference.
Workshop Fee: \$75



CONCURRENT SESSIONS

3:15 (A) DISASTER PREPAREDNESS

The widespread destruction and long-term economic impacts of Hurricane Katrina are forcing the market to re-think its assessment of the risks from natural disasters. How is this new awareness impacting the market's approach to California, if at all? What role do finance officers play in their communities' disaster preparedness plans – does it need to be enhanced? Will vulnerable infrastructure like levees move to the top of state and regional priority lists? How has the California Earthquake Authority evolved?

Facilitator: **Barbara Lloyd**, *Senior Vice President*, Lehman Brothers

Susan Leal, *General Manager*, San Francisco Public Utilities Commission

Leslie Harder, *Deputy Director for Public Safety*, California Department of Water Resources

Mark Dawson, *Assistant Chief Financial Officer*, California Earthquake Authority

3:15 (B) SUCCESSFUL MARKETING STRATEGIES FOR YOUR NEXT BOND ELECTION

Results from the June primary elections stunned many public-finance officials, as the approval rate for school-district GO and sales-tax authorizations plunged. Was it a one-time anomaly, or a sign of things to come? How should issuers react? Hear successful and disappointed finance officers discuss their approaches and what worked and didn't for them.

Facilitator: **Jeff A. Baratta**, *Executive Director*, UBS Securities LLC

Dr. Mark J. Zacovic, *Superintendent/President*, Mt. San Jacinto Community College District

Larry Tramutola, *President*, Tramutolo LLC

Mary Frances Callan, *Superintendent*, Palo Alto Unified School District

4:15 (A) THE LATEST DEVELOPMENTS IN CREDIT QUALITY

Recent upgrades at the State, County and local level bodes well for ongoing an enhanced market acceptance of California domiciled credits. Public sector issuers discuss their recent interactions with the rating agencies and the key credit features discussed.

Facilitator: **Amy Doppelt**, *Managing Director*, Fitch Ratings

Mark Saladino, *Treasurer Tax Collector*, Los Angeles County

Nadia Sesay, *Director, Office of Public Finance*, City of San Francisco

Michael Kremer, *Vice President*, First Southwest Securities

Dan McAllister, *Treasurer/Tax Collector*, San Diego County

4:15 (B) THE USE AND APPROPRIATENESS OF DERIVATIVES PRODUCTS FOR SCHOOL DISTRICTS

Thanks to Proposition 39's relaxed voter-approval standards for school bonds, K-14 education has become one of the hottest issuance sectors in the state. As volumes increase, so does the sophistication of the sector's issuers and the tools they can deploy. Find out how market practices are evolving to meet their needs, especially with regard to derivatives and the sometimes-controversial cash-out refundings

Facilitator: **Eban Garnett**, *Executive Director*, Morgan Stanley & Co.

Eric Hoffman, *Senior Vice President*, Moody's Investor Service

Barry Scott, *Associate General Counsel*, Financial Security Assurance

Travis Gibbs, *Partner*, Nixon Peabody

5:15 COCKTAIL RECEPTION

Sponsored by 

7:00 SPEAKERS' DINNER

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WEDNESDAY, SEPTEMBER 27

8:00 CONTINENTAL BREAKFAST

Sponsored by 

8:45 First California "Gold-Rush" Drawing – \$1,500 Cash Prize

Held at the Nixon Peabody Booth

9:00 KEYNOTE ADDRESS

Jerry Sanders, *Mayor*, City of San Diego

9:45 TREASURERS ELECTION 2006: REPUBLICAN DISCUSSION

Introduction: **Robert Olson**, *Partner*, Squire Sanders & Dempsey LLP

Claude Parrish, *Republican Candidate for State Treasurer*

10:15 MUNICIPALITIES AS MAESTRO: Pooling Bonds and Other Funding to Make Large-Scale Public Works Happen

From San Jose to Los Angeles, cities are taking on great responsibilities to build coalitions to help develop livable communities on a larger scale

than most market participants are used to. Learn what lessons were learned in complex projects like LA's Grand Street District, and how they can be applied elsewhere in the state.

Facilitator: **Kevin Civalo**, *Partner*, Hawkins Delafield & Wood LLP

Gary Hall, *Vice President*, JP Morgan

Hon. Jan Perry, *Councilwoman, District 9*, City of Los Angeles

Michael Killebrew, *Finance Director*, City of Longbeach

11:30 NETWORKING OPPORTUNITY/ REFRESHMENTS-TO-GO FOR THE TRIP HOME

Sponsored by 

11:45 Second California Gold-Rush Drawing – \$2,500 Cash Prize

Held at the Nixon Peabody Booth

12:00 CONFERENCE ADJOURNS

1:00 GOLF TOURNAMENT – Presidio Golf Course

Lunch will be provided; Pre-Registration Required

Sponsored by   **STONE & YOUNGBERG**

2006 Conference Agenda

MONDAY, SEPTEMBER 25

2:15 REGISTRATION OPENS

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3:00 CO-CHAIRS' WELCOME

Catherine Bando, *Managing Director*, RBC Capital Markets

Robert Olson, *Partner*, Squire Sanders & Dempsey

3:30 THE CHANGING FACE OF THE MUNICIPAL BOND INVESTOR

- Hedge funds as investors in municipals. Who are they and how do you reach them?
- The growth of the international investor.
- Are retail-order periods still beneficial?

Facilitator: **Ed Curland**, *Managing Director*, *Municipal Capital Markets*, Merrill Lynch & Co.

Ronald Mintz, *Principal*, The Vanguard Group

Dave Anderson, *Managing Director & Manager*, *Municipal Trading and Underwriting*, Merrill Lynch & Co.

Keith Pagan, *Managing Director*, Blue River Asset Management

4:45 TREASURERS' ELECTION 2006: DEMOCRATIC DISCUSSION

For the first time in eight years, California will soon have a new state Treasurer. The Treasurer wields unparalleled influence over California's municipal finance industry. Both major-party candidates to join us to will give the market insight into how they will govern if elected. Don't miss this unique opportunity to gauge the future!

Introduction: **Anthony J. Taddey**, *Managing Director*, RBC Capital Markets

Bill Lockyer, *Democratic Candidate for State Treasurer*, *Attorney General*, State of California

5:30 OPENING NIGHT RECEPTION

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7:00 OPENING NIGHT DINNER

Sponsored By: 

TUESDAY, SEPTEMBER 26

8:00 BREAKFAST ROUNDTABLE: REDEVELOPMENT AGENCIES: VICTIMS OF THEIR OWN SUCCESS?

Facilitator: **Lewis Feldman**, *Partner*, Goodwin Procter LLP

Edward De La Rosa, *President*, EJ De La Rosa & Co.

Mike Roos, *SVP*, Stone & Youngberg LLP and former California State Assembly Speaker

Frank Alessi, *Chief Financial Officer*, Centre City Development Corporation

David Peres, *Mayor*, City of Industry

8:00 CONTINENTAL BREAKFAST

Sponsored by  **JPMorgan**

9:00 THE CALIFORNIA BUDGET: Will the Sunny Days Last?

California's Fiscal 2007 budget process shaped up as the smoothest in recent memory, with a surging economy finally filling the state's coffers. Hear what state policy-makers are doing to extend the good times, and how the infrastructure bond authorization vote fits into their plans.

Facilitator: **Steve Zimmerman**, *Managing Director*, Standard & Poor's

Mike Genest, *Director of Finance*, State of California

Brad Williams, *Director of Fiscal Forecasting*, Legislative Analyst Office

David L. Johnson, *Managing Director*, Banc of America Securities LLC

9:45 2006 BOND BUYER/MBIA LIVE MARKET SURVEY

The voters will get the last word in November, but make sure you're heard first by taking part in this year's Bond Buyer/MBIA Live Market Survey. Weigh in on all the key ballot issues, and hear our panel of experts provide their own forecasts.

Facilitator: **Jason Kissane**, *Director*, MBIA

Hon. Keith Richman, *Assembly Member*, State of California

Mark Baldassare, *Director of Research*, Public Policy Institute of California

Paul Rosenstiel, *Former Policy Director*, Westly for Governor

10:30 Morning Break and Networking Opportunity

Sponsored by 

11:00 IDENTIFYING AND PRIORITIZING CALIFORNIA'S INFRASTRUCTURE NEEDS

California's infrastructure needs go far beyond the \$35 billion on this Fall's ballot. In a unique session, learn how the top-priority projects differ from region to region, and how local governments and agencies are banding together to take on projects that fall below the state's radar screen.

Facilitator: **Bill Huck**, *Managing Director*, Stone & Youngberg

Mark Pisano, *Executive Director*, Southern California Association of Governments

Steve Heminger, *Executive Director*, Metropolitan Transportation Commission

Paul McDonnell, *Treasurer/Tax Collector*, Riverside County

Peter Bianchini, *Managing Director*, XL Capital Assurance

12:00 LUNCHEON FOR ALL PARTICIPANTS

Sponsored by 

1:45 PUBLIC-PRIVATE PARTNERSHIPS: Is there Steak with the Sizzle?

The recent toll road concession projects, with billion dollar payments to municipal governments, have sparked intense interest in public/private partnerships, and the California legislature helped bring the concept to the Golden State by approving several new pilot PPPs in conjunction with the infrastructure bond act in the Spring. How will the new projects work, and where are the pilots likely to be deployed? Successful PPPs rely on user fees – will California's famous "freeway culture" be able to adapt?

Facilitator: **Kathleen Brown**, *Head of Western Region*, Goldman Sachs & Co.

Trent Vichie, *Director*, Macquarie

Cindy McKim, *Chief Financial Officer*, California Department of Transportation

Mark Pisano, *Executive Director*, Southern California Association of Governments

Kathleen A. McDonough, *Senior Managing Director*, Ambac

Dan Mathews, *Partner*, Orrick Herrington & Sutcliffe

2:45 Afternoon Break and Networking Opportunity

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Moody's Investors Service

3:15 - 5:15 PM

Concurrent Sessions
(See next page)

SPONSORSHIPS AND EXHIBIT OPPORTUNITIES

The Bond Buyer Conferences are attended by senior-level municipal market participants. Our events allow you to present your product or service and communicate its benefits to your target audience in forums tailored for relationship building and purchasing decisions. We organize our conferences to provide numerous networking opportunities and encourage you to capitalize on the opportunity to have meaningful interactions with issuer officials and other municipal market professionals. *The Bond Buyer* Conference team will work with your company to create a sponsorship package that best fits your needs.

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Squire Sanders is one of the nation's preeminent public finance law firms. As one of the national leaders in public finance, we frequently serve as bond counsel or underwriter's counsel on the most sophisticated and innovative transactions. We are proud of our firm's ability to assist public sector clients in achieving their financing goals.

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The Bond Buyer is the only daily newspaper committed to serving the municipal industry, and the newly redesigned Bond Buyer Online brings this commitment to the Internet with real-time updates. Read by issuers, underwriters, institutional investors, bond counsel, credit enhancers, rating agencies,

trustees and more, The Bond Buyer and The Bond Buyer Online provide complete market coverage, concise commentary, a new-issue calendar, in-depth statistical data, and so much more. For more information on The Bond Buyer and The Bond Buyer Online, please call 800-982-0633.

FREE Golf Tournament: Wednesday, September 27, 1:00 PM

Presidio Golf Course

Golf Outing Information:

- Must be a registered participant of the conference to participate
- Field is limited to the first 52 conference registrants to return entry form

For registration information, please contact Dan Tina at 212-803-8487 or email at daniel.tina@sourcemedia.com. The deadline to register for the golf outing is August 31.

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PAYMENTS

Please make checks payable to SourceMedia and include the name(s) of the attendee(s) on the face of the check. We accept American Express, Diners Club, Discover, Visa, and MasterCard. Registration fees include all breakfasts, lunches, refreshment breaks, receptions and a copy of the conference workbook. Full Payment must be received 14 days prior to the event.

DISCLAIMER: We reserve the right to make changes or cancel panels when conditions beyond our control prevail.

CANCELLATION/SUBSTITUTION POLICY: Substitutions may be sent at any time. All cancellations will be subject to a \$50 administration fee. Cancellations must be received in writing 30 days prior to the event in order to receive a refund. No refunds will be issued after that date. Any cancellations received after this date will be issued a letter of credit to attend a future Source Media Inc. event. All requests for letters of credit must be received no later than the last day of the conference. No letters of credit will be issued after this date. Letters of credit may be applied to the original registrant or another member of your organization for 12 months following the conference. Once a letter of credit is redeemed for an event it cannot be reissued. This applies to paid attendees only and does not include sponsors and exhibitors.

HOTEL ACCOMMODATIONS

SourceMedia has secured a block of rooms at a special discounted rate. Be sure to mention that you are a Bond Buyer California Public Finance Conference event participant. Rooms will be available on a first come first serve basis. Please make your reservations by **August 18, 2006**.


VENUE: HILTON SAN FRANCISCO
333 O'FARRELL STREET
SAN FRANCISCO, CA 94102

PHONE: 1-800-HILTONS, 415-771-1400

WEB: WWW.HILTON.COM

ROOM RATE: \$199 SINGLE/\$219 DOUBLE

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Telephone: 615.880.4200 | Web site: www.nasba.org
Course Level: Intermediate | Anticipated CPE Credits: 9.0

The Bond Buyer is an MCLE provider approved by The State Bar of California. Anticipated credits 9.0. Provider number: 3645

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WEB www.sourcemediaconferences.com/conferences/BBCAL06

FAX 800-250-1811 or 212-803-8515

PHONE 800-803-3424 or 212-803-6093

MAIL SourceMedia Inc., C&E, P.O. Box 71911, Chicago, IL 60694-1911

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Registration Rates*

Quantity	Expires 07/21/06	Expires 08/18/06		
_____ Issuers	\$195	\$245	Standard	Subtotal
_____ Institutional Investors	\$345	\$395	\$ 295	_____
_____ Other Professionals	\$845	\$895	\$ 445	_____
_____ CDIAAC Workshop**	\$75	\$75	\$ 945	_____
			\$75	_____
			TOTAL	_____

*Onsite registration rate will be an additional \$100. Final Pricing status for participants is subject to verification.

**You must be a registered attendee of the conference to attend workshop.

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Telephone: 615.880.4200 | Web site: www.nasba.org
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Registration Rates*

Quantity	Expires 07/21/06		Expires 08/18/06	
	Early Bird1	Early Bird2	Standard	Subtotal
_____ Issuers	\$195	\$245	\$ 295	_____
_____ Institutional Investors	\$345	\$395	\$ 445	_____
_____ Other Professionals	\$845	\$895	\$ 945	_____
_____ CDIAW Workshop**	\$75	\$75	\$75	_____
			TOTAL	_____

*Onsite registration rate will be an additional \$100. Final Pricing status for participants is subject to verification.
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Please make checks payable to SourceMedia and include the name(s) of the attendee(s) on the face of the check. We accept American Express, Diners Club, Discover, Visa, and MasterCard. Registration fees include all breakfasts, lunches, refreshment breaks, receptions and a copy of the conference workbook. Full Payment must be received 14 days prior to the event.

DISCLAIMER: We reserve the right to make changes or cancel panels when conditions beyond our control prevail.

CANCELLATION/SUBSTITUTION POLICY: Substitutions may be sent at any time. All cancellations will be subject to a \$50 administration fee. Cancellations must be received in writing 30 days prior to the event in order to receive a refund. No refunds will be issued after that date. Any cancellations received after this date will be issued a letter of credit to attend a future Source Media Inc. event. All requests for letters of credit must be received no later than the last day of the conference. No letters of credit will be issued after this date. Letters of credit may be applied to the original registrant or another member of your organization for 12 months following the conference. Once a letter of credit is redeemed for an event it cannot be reissued. This applies to paid attendees only and does not include sponsors and exhibitors.

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\$75

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**You must be a registered attendee of the conference to attend workshop.

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